In the Claims:

Please amend claims 1, 11, 16, and 38 as follows. A complete listing of the claims proper claim identifiers is set forth below.

1. (Currently amended) A method of predicting aggregate behavior of a population, the method comprising:

providing a modeling system configured to model aggregate behavior of a population as a function of aggregate on-line interest data, the on-line interest data based on passive observation of on-line behavior of a subpopulation, wherein the on-line behavior is related to, but different than, the behavior to be modeled, and wherein the subpopulation comprises a subset of the population;

inputting to the modeling system on-line interest data related to a subject;

generating, with the modeling system, a prediction of aggregate behavior of the population related to the subject.

2. (Original) The method of claim 1 wherein the modeling system is further configured to model aggregate behavior of the population as a function of characteristics of the subject to which the aggregate behavior is related, the method further comprising inputting to the modeling system data related to characteristics of the subject.

3. (Original) The method of claim 1 further comprising training the modeling system with a learning data set, the learning data set including: on-line interest data related to another subject, the another subject related to the subject; and actual aggregate behavior data relating to the another subject.

4. (Original) The method of claim 1 wherein the on-line interest data includes on-line usage data.

5. (Original) The method of claim 1 wherein the aggregate behavior to be modeled is aggregate economic activity.

6. (Original) The method of claim 5 wherein the aggregate economic activity to be modeled is related to a product.

7. (Original) The method of claim 6 wherein the product is selected from the group consisting of a movie, a video tape, a CD, a DVD, a model of automobile, a book, a toy, an appliance, an electronic device, a pharmaceutical product, and a software product.

8-10. (Canceled)

11. (Currently amended) A system for predicting aggregate behavior of a population, the system comprising:

a modeling system configured to model aggregate behavior of a population as a function of aggregate on-line interest data, the on-line interest data based on passive observation of on-line behavior of a subpopulation, wherein the on-line behavior is related to, but different than, the behavior to be modeled, and wherein the subpopulation comprises a subset of the population; and

a module for receiving on-line interest data related to a subject and providing the on-line interest data to the modeling system;

wherein the modeling system generates a prediction of aggregate behavior of the population related to the subject using the on-line interest data.

12. (Original) The system of claim 11 wherein the modeling system is further configured to model aggregate behavior of a population as a function of characteristics of the subject to which the aggregate behavior is related, the system further including a module for receiving data related to characteristics of the subject and providing the data related to characteristics of the subject to the modeling system.

13. (Original) The system of claim 11 further including a training module that trains the modeling system with a learning data set, wherein the learning data set includes: on-line interest

data related to another subject, the another subject related to the subject; and actual aggregate behavior data relating to the another subject.

14-15. (Canceled).

16. (Currently amended) A method of predicting a measure of aggregate economic activity related to a product, the method comprising:

providing a modeling system configured to model aggregate economic activity of a type of product as a function of aggregate on-line interest data related to products comprising the type, wherein the on-line interest data is based on passive observation of on-line behavior of a subpopulation, wherein the on-line behavior is related to, but different than, the economic activity to be modeled, and wherein the subpopulation comprises a subset of a population that engages in the economic activity to be modeled;

inputting to the modeling system on-line interest data related to a first product comprising the type; and

generating a prediction of the measure of aggregate economic activity by the population related to the first product with the modeling system.

17. (Original) The method of claim 16 wherein the modeling system is further configured to model aggregate economic activity of the type of product as a function of characteristics of products comprising the type, the method further comprising inputting to the modeling system data related to characteristics of the first product.

18. (Original) The method of claim 17 further comprising training the modeling system with a learning data set, the learning data set including: on-line interest data related to a second product comprising the type; data related to characteristics of the second product; and aggregate economic activity data relating to the second product.

19. (Original) The method of claim 18 wherein training the model includes: adding to the learning data set additional data related to characteristics of the second product; and retraining

the modeling system with the learning data set.

20. (Original) The method of claim 16 further comprising training the modeling system with a learning data set, the learning data set including: on-line interest data related to a second product comprising the type; and aggregate economic activity data relating to the second product.

21. (Original) The method of claim 20 wherein training the model includes: adding to the learning data set additional on-line interest data related to the second product; and retraining the modeling system with the learning data set.

22. (Original) The method of claim 16 wherein the on-line interest data related to the first product includes counts of page hits of a web page related to the first product.

23. (Original) The method of claim 16 wherein the on-line interest data related to the first product includes counts of search queries at a web site that include a phrase related to the first product.

24. (Original) The method of claim 16 wherein the on-line interest data related to the first product includes an on-line interest measurement provided by a web site.

25. (Withdrawn) The method of claim 24 wherein the on-line interest measurement provided by a web site is a fictional stock price of the first product.

26. (Original) The method of claim 24 wherein the on-line interest measurement provided by a web site is a percentage of users of the web site initiating searches related to the first product.

27. (Original) The method of claim 16 wherein the on-line interest data related to the first product includes aggregate Internet usage data related to the first product.

28. (Original) The method of claim 27 wherein the aggregate Internet usage data related to the first product includes statistics based on analyses of online events related to the first product.

29. (Original) The method of claim 28 wherein online events include a result of a client making a request of a server and the server providing a response to the client.

30. (Original) The method of claim 28 wherein the analyses of online events includes:
automatically associating each online event with one or more subjects;
accumulating counts for events by subject; and
outputting the accumulated counts for each subject.

31. (Original) The method of claim 30 wherein the analyses of online events further includes:
identifying one or more categories relevant to each subject;
accumulating counts for events by category; and
outputting the accumulated counts for each category.

32. (Original) The method of claim 30 wherein the analyses of online events further includes determining if a subject for an event is a canonical equivalent of another subject; and wherein counts for canonical equivalents are accumulated together.

33. (Original) The method of claim 30 wherein the analyses of online events further includes normalizing counts for events over a field of events, and wherein outputting the accumulated counts includes outputting the normalized counts.

34. (Original) The method of claim 30 wherein the analyses of online events further includes: determining a set of one or more demographic parameters relating to users that prompt the events; and using the set of one or more demographic parameters to partition the counts by demographic divisions.

35. (Original) The method of claim 16 wherein the first product is selected from the group

consisting of a movie, a video tape, a CD, a DVD, a model of automobile, a book, a toy, an appliance, an electronic device, a pharmaceutical product, and a software product.

36. (Original) The method of claim 16 wherein the predicted measure of aggregate economic activity is a predicted number of sales during a period of time.

37. (Original) The method of claim 16 wherein the predicted measure of aggregate economic activity is a predicted monetary value of sales during a period of time.

38. (Currently amended) A system for predicting a measure of aggregate economic activity related to a product, the system comprising:

a modeling system configured to model aggregate economic activity of a type of product as a function of aggregate on-line interest data related to products comprising the type, wherein the on-line interest data is based on passive observation of on-line behavior of a subpopulation, wherein the on-line behavior is related to, but different than, the economic activity to be modeled, and wherein the subpopulation comprises a subset of a population that engages in the economic activity to be modeled; and

a module for receiving on-line interest data related to a first product comprising the type and providing the on-line interest data to the modeling system;

wherein the modeling system generates a predicted measure of economic activity by the population related to the first product using the on-line interest data.

39. (Original) The system of claim 38 wherein the modeling system is further configured to model aggregate economic activity of the type of product as a function of characteristics of products comprising the type, the system further including a module for receiving data related to characteristics of the first product and providing the data related to characteristics of the first product to the modeling system.

40. (Original) The system of claim 39 further including a training module that trains the modeling system with a learning data set, wherein the learning data set includes: on-line interest

data related to a second product comprising the type; data related to characteristics of the second product; and aggregate economic activity data related to the second product.

41. (Original) The system of claim 38 further including a training module that trains the modeling system with a learning data set, wherein the learning data set includes: on-line interest data related to a second product comprising the type; and aggregate economic activity data related to the second product.

42. (Original) The system of claim 38 further comprising an aggregate Internet usage statistics generator that provides aggregate Internet usage statistics related to the first product to the module for receiving on-line interest data.

43. (Original) The system of claim 42 wherein the aggregate Internet usage statistics generator includes: an activity input for receiving data related to events on a set of servers; means for categorizing events into categories; means for associating events with subjects, wherein counts are maintained for each subject and wherein subjects are associated with categories; a normalizer for normalizing counts for events over a field of events; and a result output for outputting results of the normalizer as the online usage statistics.

44-45. (Canceled).